

Vancouver to Celebrate Centennials with Transportation Fair

INDONESIA recently became the first ASEAN member to indicate its intention to participate in Expo 86, the 1986 world exposition on transportation and related communications to be held from May 2 to October 13 in Vancouver, British Columbia.

As Canada's gateway to the Pacific, and the hub of a transportation and communications system spanning the Pacific Rim, Vancouver offers an ideal setting for a world fair with the theme "Man in Motion."

Equidistant from Europe and Asia and easily accessible by land, sea and air, Vancouver is the largest port on the west coast of the Americas and the largest wheat port in the world. More jobs are associated with transportation than any other sector in this lively city with a population of 1.2 million.

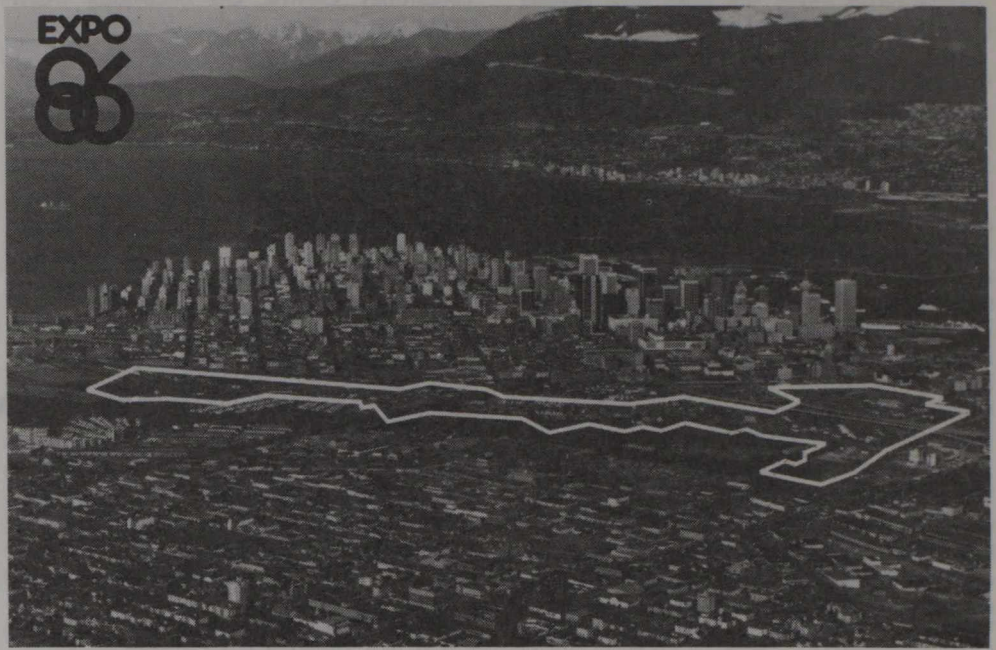
Canada has had ties with the countries of the Pacific for many years and, in recent times, rapidly developing economic relations with ASEAN members which, like Canada, have resource-based economies linked by the sea to the rest of the world and, therefore, have unique transportation needs.

Because of this, Expo organizers consider strong attendance by ASEAN members a top priority, and have welcomed Indonesia's early interest. Deputy Commissioner General for Expo R. M. Dawson travelled to the other four ASEAN countries for discussions with government ministers and officials in September.

Already the flags of 11 nations from Europe, Africa, North and South America are flying at Expo 86's Vancouver headquarters. To date, Britain, Saudi Arabia, Kuwait, Kenya, Senegal, Dominica, St. Vincent, Monserrat, the United States, and, the most recent signatory, Peru are planning to occupy pavilions at the fair.

The theme of Expo 86 is most timely. Transportation is undergoing unprecedented change, fostered in part by the energy crisis, and changes in related communications technology are revolutionary. The exposition will celebrate mankind's achievements of the past but, more important, it is a unique opportunity to display, demonstrate, compare and discuss innovations in the fields of transportation and communications.

Expo 86 is being built on two waterfront sites—both in the heart of Vancouver—close to major hotels, theatres, restaurants, shops, parks,



The 130-acre area outlined is one of two sites on the waterfront in the heart of Vancouver, British Columbia, on which Expo 86 is being built.

beaches and historic Gastown and Chinatown.

Given Expo's theme, the two sites provide an ideal chance for participating nations and corporations to demonstrate innovative technology while moving fairgoers through and between the two sites. There will be a new advanced technology light rapid transit system utilizing linear motors, and hydrofoils, ferries, gondolas, magnetic levitation, and even dirigibles are all being contemplated.

Expo 86 began as an initiative of the Government of British Columbia in late 1978. The idea was to stage a world exposition in Vancouver to celebrate the Centennial of the city and the arrival of the railroad to Canada's west coast terminus.

Expo 86 will be the first world exposition on transportation ever held outside Europe. As such, it provides obvious promotional possibilities in the North American market. And, it will be important in terms of the dynamic Pacific Rim group of nations, and for countries where transportation and communications are a vital ingredient in plans for socio-economic progress.

For the 13 million expected visitors to the five-and-a-half-month-long fair, there will be a new 60,000-seat coliseum, spectacular pavilions, space age technology, strolling entertainers, and a chance to sample the culture, cuisine and shopping of faraway places.

For participating countries, it is a major opportunity to promote tourism in one of the most responsive markets in the world. Just 50 km from the Canadian-United States border, Vancouver and Expo 86 are within easy

reach of the west coast cities of Seattle, San Francisco and Los Angeles.

Special events involving dozens of nations are in the planning stages now. They range from regattas and air shows to military tattoos, parades and kite races to the moon. There may even be a space shuttle landing.

A world festival of performing and visual arts will draw world class orchestras, dance and opera companies, pop stars and musicians, as well as acrobats, clowns and wandering minstrels. National days or weeks will focus attention on individual countries during the fair.

The international pavilions will be designed by Expo and leased to participating nations, in keeping with the International Bureau of Expositions' stipulations for special category expositions. So, freed from the time and cost of building their own pavilions, they can concentrate on producing truly world class exhibits.

Given the significance and importance of ASEAN in the Asia-Pacific context, fair organizers are considering the possibility of grouping pavilions of ASEAN participating countries together to create a focal point.

The fair will provide a unique opportunity for member countries of ASEAN to strengthen, both individually and collectively, their image in the North American marketplace. Whether the message is to promote tourism, encourage investment, establish joint ventures, or seek markets for their products, Expo 86 in Vancouver will serve as an excellent vehicle to portray the dynamism and growth potential of ASEAN.